

ORDER



Orders
Order / Rev: 68566
Alt Order #: 9852609 /Brad
Product Desc: DSSCC/ROB TEPLITZ
Estimate: 2547
Flight Dates: 10/27/12 - 11/06/12
Original Date / Rev: 10/26/12 / 11/05/12
Order Type: GENERAL

WLYH CW15

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: Buying Time Media
Buying Contact:
Billing Contact:
 650 Massachusetts Ave NW
 Washington, DC 20001

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Teplitz/D/Senate PA
Demographic: A35+
Product Codes: State Elections
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 10/01/12 | 10/28/12 | 5 | \$280.00 | \$238.00 |
| 10/29/12 | 11/06/12 | 30 | \$1,985.00 | \$1,687.25 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|-------------------|-------------------|-------------|
| October 2012 | 5 | \$280.00 | \$238.00 | 0.00 |
| November 2012 | 30 | \$1,985.00 | \$1,687.25 | 0.00 |
| Totals | 35 | \$2,265.00 | \$1,925.25 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|--------------------------|--------------|--------------|-------------------------------|---------|
| Millennium Washington DC | | | Start Of Order - End Of Order | 100% |

Order Share

| Order Share | Share | Total |
|-------------|-------|--------------|
| WLYH CW15 | 2% | \$2,265.00 |
| Market | 100% | \$113,250.00 |

Competitive Share

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| EHP | 0% | \$0.00 |
| UNKWN | 68% | \$77,010.00 |
| WGAL | 0% | \$0.00 |
| WHP | 30% | \$33,975.00 |
| WHTM | 0% | \$0.00 |
| WPMT | 0% | \$0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|-------------------|-----------------|------------------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|----------|
| N 1 | WLYH | 10/29/12 | 11/05/12 | M-F 1p-2p | CM | 1p-2p | MTWTF-- | :30 | 5 | \$55.00 | P-2 | 0.00 | NM | 6 | \$330.00 |
| | | | | M-F 1p-2p | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | MTWTF-- | | 5 | | | | \$55.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | M----- | | 1 | | | | \$55.00 | | 0.00 | | | |
| N 2 | WLYH | 10/27/12 | 11/03/12 | Sa Prime Access Rotato | CM | 7p-8p | -----S- | :30 | 2 | \$50.00 | P-3 | 0.00 | NM | 5 | \$250.00 |
| | | | | Sa 7p-8p | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | -----S- | | 2 | | | | \$50.00 | | 0.00 | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S- | | 3 | | | | \$50.00 | | 0.00 | | | |
| N 3 | WLYH | 10/29/12 | 11/05/12 | M-F 7-730p | CM | 7p-730p | MTWTF-- | :30 | 5 | \$135.00 | P-3 | 0.00 | NM | 9 | \$910.00 |

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Product Desc: DSSCC/ROB TEPLITZ
Estimate: 2547

WLYH CW15

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------------|--|-------------------|--------------------|--------------------|-------|-----------------------|-----------------|---------------|-------|-----------------------|-----|---------------|-------------|-------|------------|
| M-F 7p-730p | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | MTWTF-- | | 5 | | | | \$135.00 | | 0.00 | | | |
| | Week: | 11/05/12 | 11/11/12 | M----- | | 1 | | | | \$135.00 | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 6 | WLYH | 11/05/12-11/11/12 | M-F 7-730p | | | 7p-730p | M----- | :30 | | (\$135.00) | | 0.00 | NM | | |
| | See MG 3.7,3.8,3.9,3.10 [Due to Political] Due to Political | | | | | | | | | | | | | | |
| 7 | WLYH | 11/06/12-11/06/12 | M-F 10a-11a | | | 10a-11a | -T----- | :30 | | \$80.00 | | 0.00 | NM | | |
| | Ⓜ MG for 4.2,3.6 [MG within Flight] | | | | | | | | | | | | | | |
| 8 | WLYH | 11/06/12-11/06/12 | M-F 11a-12p | | | 11a-12p | -T----- | :30 | | \$80.00 | | 0.00 | NM | | |
| | Ⓜ MG for 4.2,3.6 [MG within Flight] | | | | | | | | | | | | | | |
| 9 | WLYH | 11/06/12-11/06/12 | M-F 12p-1p | | | 12p-1p | -T----- | :30 | | \$55.00 | | 0.00 | NM | | |
| | Ⓜ MG for 4.2,3.6 [MG within Flight] | | | | | | | | | | | | | | |
| 10 | WLYH | 11/06/12-11/06/12 | M-F 9a-10a | | | 9a-10a | -T----- | :30 | | \$20.00 | | 0.00 | NM | | |
| | Ⓜ MG for 4.2,3.6 [MG within Flight] | | | | | | | | | | | | | | |
| N 4 | WLYH | 10/28/12 | 11/04/12 | Sun Reg 1 | CM | 7p-8p | -----S | :30 | 1 | \$100.00 | P-3 | 0.00 | NM | 2 | \$200.00 |
| | Sun 7p-8p | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | -----S | | 1 | | | | \$100.00 | | 0.00 | | | |
| | Week: | 10/29/12 | 11/04/12 | -----S | | 2 | | | | \$100.00 | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 2 | WLYH | 10/29/12-11/04/12 | Sun Reg 1 | | | 7p-8p | -----Su | :30 | | (\$100.00) | | 0.00 | NM | | |
| | See MG 3.7,3.8,3.9,3.10 [Due to Political] Due to Political | | | | | | | | | | | | | | |
| N 5 | WLYH | 10/27/12 | 11/03/12 | Big East Football | CM | Various | -----S- | :30 | 2 | \$40.00 | P-3 | 0.00 | NM | 4 | \$160.00 |
| | Big East Football | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | -----S- | | 2 | | | | \$40.00 | | 0.00 | | | |
| | Week: | 10/29/12 | 11/04/12 | -----S- | | 2 | | | | \$40.00 | | 0.00 | | | |
| N 6 | WLYH | 10/29/12 | 11/02/12 | M-F 10p-1030p News | CM | 10p-1030p | MTWTF-- | :30 | 4 | \$65.00 | P-3 | 0.00 | NM | 4 | \$260.00 |
| | CBS 21 News on CW 15 | | | | | | | | | | | | | | |
| N 7 | WLYH | 10/29/12 | 11/02/12 | M-F 11p-1130p | CM | 11p-1130p | MTWTF-- | :30 | 2 | \$25.00 | P-3 | 0.00 | NM | 2 | \$50.00 |
| | M-F 11p-1130p | | | | | | | | | | | | | | |
| N 8 | WLYH | 10/31/12 | 11/02/12 | M-F 1p-2p | CM | 1p-2p | --WTF-- | :30 | 1 | \$55.00 | P-2 | 0.00 | NM | 1 | \$55.00 |
| | M-F 1p-2p | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | --WTF-- | | 1 | | | | \$55.00 | | 0.00 | | | |
| N 9 | WLYH | 10/31/12 | 11/02/12 | M-F 11p-1130p | CM | 11p-1130p | --WTF-- | :30 | 2 | \$25.00 | P-3 | 0.00 | NM | 2 | \$50.00 |
| | M-F 11p-1130p | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | Totals | 35 | \$2,265.00 |